

AMERICAN SOCIETY OF



2008 Writers Conference & 60th Anniversary Celebration
April 11 - April 13, 2008
Grand Hyatt Hotel, New York City

Sponsor, Exhibitor & Advertiser Opportunities

The American Society of Journalists and Authors Annual Writers Conference attracts nearly 1,000 journalists, editors, and authors over three days each year. The purpose of the event is to provide professional development and inspiration for journalists and nonfiction authors in all stages of their freelance careers. It's a tremendous opportunity for professional networking, where attendees share ideas and information about practices, tools, and issues of importance to the writing community. Aspiring and professional writers alike return year after year for the best nonfiction writers' conference in America.

Your presence as a sponsor sends the message that you share the Society's mission of advocacy for the highest standards of professionalism in nonfiction writing, respect for creators' rights, and the First Amendment—the pillars of our information-driven society.

Luncheon and Reception Opportunities

(events may be co-sponsored at the \$5,000 level and above)

Keynote Luncheon Address - Saturday, April 12 - \$25,000

ASJA is proud to feature keynote speaker author Melissa Faye Greene. Greene is a master at recreating events through the eyes of those who lived through them. All her books have won significant awards and two, *Praying for Sheetrock* and *The Temple Bombing*, were National Book Award finalists. Greene has contributed to *The New York Times Magazine*, *The New Yorker*, *LIFE*, *Good Housekeeping*, *Newsweek*, *The Atlantic*, *Readers Digest*, *Ms.*, *The Wilson Quarterly*, and *Redbook*, among others. A frequent guest on CNN and NPR, her stories have also been featured on 20/20, Good Morning America, Today, and Primetime.

60th Anniversary Tribute: Founders Recognition: \$15,000

In ASJA's 60th Anniversary Year we take joy in recognizing two of the founders of ASJA, Murray Teigh Bloom and Norman Lobsenz. A special presentation will be made at the Saturday luncheon, the largest single gathering during the Conference.

Morning Coffee Klatch - \$5,000/each

Be the first stop on the attendees' agenda by hosting their morning coffee!

Friday, April 11, Saturday, April 12 or Sunday, April 13

(may be co-sponsored at the \$2,500 level and above)

Cocktail Receptions - \$15,000/each

Here's where the networking happens! Host a cocktail reception and be the center of attention at these popular events.

Friday, April 11 or Saturday, April 12

(may be co-sponsored at the \$2,500 level and above)

American Society of Journalists and Authors, Inc.

1501 Broadway, Suite 302 • New York, NY 10036 • (212) 997-0947 • Fax (212) 937-2315 • www.asja.org

Expo & Media Options

The Idea Marketplace & The Conference Lounge - \$15,000

Put your booth up front and your banner at the entrance as the sole sponsor of The Idea Marketplace exhibition & The Conference Lounge. The Idea Marketplace & Lounge are open throughout the Conference, providing a relaxing atmosphere with wireless Internet access and will draw attendees for repeated visits.

(may be co-sponsored at the \$5,000 level and above)

Conference Brochure - \$15,000

Primary marketing piece and preliminary guide to Conference program. *(RESERVED: ASJA thanks exclusive brochure sponsor Barnes & Noble.)*

Conference Souvenir Tote Bag - \$10,000

Exclusive sponsorship with your logo emblazoned on the bag.

Snack Break @ The Idea Marketplace - \$5,000/each

Roaming carts will provide attendees with snacks and beverages hosted by your company. Friday, April 11 *or* Saturday, April 12

Name Tag Lanyards - \$5,000

Company provides a custom-made lanyard with your logo to hold attendee name tags.

Professional Development Workshops Opportunities

Personal Pitch - \$10,000

The most exciting event of the Conference for ASJA members, this brings together more than 500 professional freelance writers and editors in an influential exchange of ideas for future stories.

Workshop Sessions - \$2,500/each

Support the professional development of ASJA members while promoting your support of the ASJA Conference. Session topics for 2008 include:

- Pitch Slam: Environmental/Outdoor Mags
- The Urge to Converge/Multi-Media Writing for the 21st Century
- Environmental Journalism: Earn Greenbacks by Writing Green
- Pitch Slam: Women's Mags
- Investigative Journalism: Nuts and Bolts
- Make Your Next Book a Really Big Deal
- Successful (Money-Making) Blogging
- Medical Writing Beyond the Magazines
- First Pages: Reading of Non-Fiction Proposals to Agents
- 10 Tech Things Every Writer Should Know
- Get and Keep Corporate Clients
- How To: Full-Time Income with Part-Time Hours
- Should You Self-Publish?
- Best Tools for Your Digital Office
- Pitching Hollywood: Turn Your Story into a Movie!
- Selling Essays and Op Ed Pieces in Print and Online
- Yes, You Can Write For Children!
- We Just Wanna Have Fun: Opportunities in Humor Writing
- Lights, Camera, Action: Get Ready for Fame (prepping for interviews: print, radio, tv)
- Chasing History (writing biography)

In-Kind Equipment and Services Opportunities

In-kind opportunities such as printing, accommodations, audiovisual equipment, travel, and transportation are available.

Contact Alexandra Owens, ASJA Executive Director, at (212) 997-0947 or director@asja.org to discuss sponsorship, advertising and exhibition opportunities.

The Idea Marketplace Exhibit Opportunities

What is the Idea Marketplace? Think of a trade show. Now think of a trade show made up of groups and businesses with *ideas* to share with writers—ideas for magazine articles and books about health, finance and travel. Ideas for ways to improve a freelance business through software, database management, and strategies for small business owners and more. The possibilities are endless! We have found that exhibitors with *concrete* ideas leave with the most business cards, and subsequently see more written about them and their products or services or those of their clients.

What's in it for you? Your business is front and center, before hundreds of top writers in every field—writers who will help you get noticed. All you need to do is provide them with *ideas* for stories. We will provide you a six-foot, skirted table and access to electrical outlets. Register by January 15 and you will receive a free ad in the ASJA newsletter prior to the conference; all exhibitors will be listed in the conference program guide distributed to every attendee.

The Marketplace will be centrally located in a high-traffic area, making it easy for writers to visit between panel sessions, during breaks and during the open lunch period on Friday.

Corporate/Media

Single Space - \$750

Returning Corporate/Media

Single Space - \$650

Non-Profit (with valid FID)

Single Space - \$650

Hours

Friday, April 11 8:00 a.m. until 5:00 p.m.

Saturday, April 12 8:00 a.m. until 5:00 p.m.

Reservation and exhibit locations are allocated on a first-come, first-serve basis. All registrations must be received by March 21, 2008. *Early reservation is recommended.*

Your registration entitles you to:

One booth space

One skirted table

Two chairs

One identification sign

ASJA will not provide or cover the cost of TV/VCRs, additional electrical outlets, phone, modem or high-speed data lines. Contact us if additional assistance is needed.

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JOURNALISTS AND AUTHORS

37th Annual Writers Conference Advertising Opportunities

Advertise your service or product to the Conference participants and beyond.

Conference Bag Insert Advertising

Reach conference attendees by inserting a giveaway or literature into the event bags. Great for flyers, brochures, t-shirts and logo items.

\$500 per item

Conference Program Guide - \$15,000

Each Conference attendee receives this program and comprehensive guide to Conference activities. The full-color back cover ad is reserved for the sponsor. The following advertising opportunities are available.

Rates & Dimensions

Full Page, b&w (7" x 9.75")	\$1000
Half page, b&w (7" x 4.75")	\$750
Quarter-page, b&w (3.25" wide x 4.75" tall)	\$450
Business Card, b&w (3.25" wide x 2" tall)	\$350
Inside back cover	\$2500

Deadlines

Space reservations: March 14, 2008

Camera-ready ads (electronic only): March 21, 2008

Send reservations to director@asja.org

Ad space in the *ASJA Monthly*, the regular publication of the Society reaching thousands of ASJA members, editors, agents, publishers, and others is available throughout the year at the rates and specifications above. Contact us for more information.

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60th Anniversary Year Sponsorship & Advertising Opportunities

2008 marks the 60th year of the American Society of Journalists and Authors' rich tradition of fostering exchange among professional freelance writers of nonfiction. There are many opportunities to recognize this milestone throughout the year. Send your commemorative message and show that you share the Society's mission of advocacy for the highest standards of professionalism in nonfiction writing, respect for creators' rights, and the First Amendment—the pillars of our information-driven society.

60th Anniversary Commemorative Book

Publication date: April 2008

ASJA members are lining up to contribute to Sixty Candles, the commemorative book to be published in honor of the organization's 60th anniversary. Members have been asked to share thoughts and reflections, advice and warnings, memories and rants, reflecting the nonfiction freelance writer's life -- and contributions have poured in. They'll be printed in a perfect-bound booklet, elegantly designed, their current-day comments interspersed with quotations and snapshots from the ASJA archives, showing that as much as things have changed, the life of a freelance writer contains the same challenges, frustrations, limitations, and freedoms as it did six decades ago. More than 2,000 copies of the keepsake will be distributed free to all ASJA members and all nonmembers attending the 2008 ASJA Writers Conference in April. This booklet is a great opportunity to reach the entire esteemed membership of the American Society of Journalists and Authors.

Rates & Dimensions

Full Page, b&w (4.5" x 7.5")	\$750
Half page, b&w (2.25" x 3.75")	\$450
Quarter-page, b&w (1.125" wide x 1.875" tall)	\$450
Back cover	\$1500

Deadlines

Space reservations: March 15, 2008

Camera-ready ads (electronic only): March 21, 2008

Send reservations to director@asja.org

New York Times ad celebrating 60th anniversary - \$20,000

Scheduled to appear June 2008, this full-page ad in the New York Times book section will share congratulatory messages from friends and supporters of ASJA. Sponsorship available at all levels; participants will be acknowledged in print.

Holiday Gala 2008 - \$10,000

The ultimate celebration of the 60th Anniversary Year, the 2008 Holiday Gala will bring together industry leaders and ASJA members to toast the season. Join us and show your support for freelance writing by becoming a sponsor of this festive event.

May be co-sponsored at \$2500 or above.

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Sponsorship Levels and Benefits

By sponsoring the ASJA 2008 Writers Conference & 60th Anniversary Celebrations, you gain a direct link to nearly 1,000 top media professionals from across the country. The various levels of sponsorship allow you increased visibility and access to influential members of the mainstream and specialty media. Once you commit your support, your participation will be recognized in print and online publications leading up to the Conference and through our 60th Anniversary Year.

Your presence as a sponsor sends the message that you share ASJA's mission of advocacy for the highest standards of professionalism in nonfiction writing, respect for creators' rights, and the First Amendment—the pillars of our information-driven society.

Platinum Level (\$50,000 and up)

- Full page ad in 2008 Conference Program Guide
- Double Booth space at the Idea Marketplace
- Ten complimentary full Conference registrations
- Table for 10 at the Saturday keynote luncheon
- Company Logo/Banner displayed at sponsored event (*see event opportunities page*)
- Company representative remarks at sponsored event (*see event opportunities page*)
- Insertion of flyers or promotional items into Conference tote bag
- Sponsorship acknowledgement in all Conference mailings & on ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site

Gold Level (\$25,000 - \$49,999)

- Full page ad in 2008 Conference Program Guide
- Booth space in The Idea Marketplace
- Eight complimentary full Conference registrations
- Table for 10 at the Saturday keynote luncheon
- Company Logo/Banner displayed at sponsored event (*see event opportunities page*)
- Company representative remarks at sponsored event (*see event opportunities page*)
- Insertion of flyers or promotional items into Conference tote bag
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Silver Level (\$15,000 - \$24,999)

- Full page ad in 2008 Conference Program Guide
- Booth space at The Idea Marketplace
- Four complimentary Conference registrations
- Company Logo/Banner displayed at sponsored event *(see event opportunities page)*
- Company representative remarks at sponsored event *(see event opportunities page)*
- Insertion of flyers or promotional items into Conference tote bag
- Sponsorship acknowledgement in all Conference mailings & on ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site

Bronze Level (\$10,000 - \$14,999)

- Full page ad in 2008 Conference Program Guide
- Booth space at The Idea Marketplace
- Three complimentary Conference registrations
- Company Logo/Banner displayed at sponsored event *(see event opportunities page)*
- Sponsorship acknowledgement in all Conference mailings & ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site

Patron Level (\$5,000 - \$9,999)

- Half-page ad in 2008 Conference Program Guide
- Booth space at The Idea Marketplace
- Two complimentary Conference registrations
- Company Logo/Banner displayed at sponsored event *(see event opportunities page)*
- Sponsorship acknowledgement in all Conference mailings & ASJA's Web site

Friend Level (\$2,500-\$4,900)

- Recognition in 2008 Conference Program Guide
- Booth space at The Idea Marketplace
- One complimentary Conference registration
- Company Logo/Banner displayed at sponsored event *(see event opportunities page)*
- Sponsorship acknowledgement in all Conference mailings & ASJA's Web site

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SPONSORSHIP / ADVERTISING CONTRACT

Name of Organization _____

Contact Name / Title _____

Phone & e-mail _____

Mailing Address _____

City, State, ZIP _____

Sponsorship/advertising option selected (attach page with details):

Event name/date: _____

Function/publication name: _____

Date contract signed: _____

Total Amount for options selected: \$ _____

PAYMENT (U.S. Dollars)

- Check enclosed. Make payable to ASJA, Inc.
- Please charge my credit card \$ _____

Acct no: _____ Exp. date: _____

Cardholder's name (please print) _____

Cardholder signature _____

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